

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of

**Confirmation No.: 4552**

Syunji SUGAYA

Date: September 15, 2010

Serial No.: 10/018,510

Group Art Unit: 3622

Filed: December 14, 2001

Examiner: Namrata BOVEJA

For: ADVERTISING SYSTEM

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VIA EFS-WEB

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

**COMMUNICATION**

In compliance with the requirement to provide an Interview Summary of a telephone interview with Examiner Namrata BOVEJA and Applicant's undersigned representative on August 31, 2010. The substance of the interview is as contained in the Interview Summary sheet attached to Paper No. 20100903 dated September 7, 2010. Namely: "Continuation of Substance of Interview including description of the general nature of what was agreed to if an Agreement was reached, or any other comments: Applicant Representative better explained the invention by discussing the meaning of claim 64 and the applicability of the prior art references to those limitations. Examiner maintains that Aharoni teaches adjusting the rate of data flow from the server to the client to achieve the goal of having information reach the destination at a certain time (i.e. live) (abstract, col. 2 lines 11-24, col. 3 lines 62 to col. 4 lines 34, col. 6 lines 61 to col. 7 lines 6, and col. 11 lines 25-44). Applicant Representative stated that in Aharoni the sharpness and/or quality of the message of the sent may be different when it is received, and the Examiner pointed out to the Applicant Representative that while that may be the case, achieving the same data quality before and after the transfer of the data has not been claimed by the Applicant in the claims. Applicant Representative also made arguments regarding the Gilmore reference and how it does not teach calculating a time for presenting an advertisement to the end. The Examiner respectfully disagreed with the Applicant, since Gilmore (page 2 lines 46-48 and page 4 lines 40-

41) teaches repeating an advertisement to fill a time period until downloading of the target data is completed, so it does teach carrying out a time calculation to present the advertisements.

Furthermore, Gilmore states on page 4 lines 40-41, "In some instances, the ad is a continuous loop which plays and replays until a certain time limit is reached or page B has loaded." So, the certain limit may be interpreted as the length of time it takes to play an advertisement. Applicant Representative will discuss the interview summary with the client and will file arguments and/or claim amendments, and the Examiner will review this information upon receipt."

THIS CORRESPONDENCE IS BEING  
SUBMITTED ELECTRONICALLY  
THROUGH THE UNITED STATES  
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ON SEPTEMBER 15, 2010

Respectfully submitted,



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